

**CLAIMS**

What is claimed is:

- 5 1. A method for processing discounts to customers for products being offered to said customers, said method comprising:

entering product information into a customer processing  
10 device, said product information being sufficient to identify a selected product;

transmitting said product information from said customer  
processing device to a server, said server being responsive  
15 to a receipt of said product information for determining discount information, said discount information being related to discounts which are available for said selected product; and

20 transmitting said discount information from said server to said customer processing device.

2. The method as set forth in claim 1 wherein said product  
information is entered into said customer processing device  
25 manually by said customer.

3. The method as set forth in claim 2 where said product  
information is entered by said customer at a discount kiosk  
station located in a store in which said products may be  
30 acquired by said customer.

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4. The method as set forth in claim 1 wherein said product information is represented by machine readable coded indicia, said machine readable coded indicia being placed proximate to said selected product, said entering being accomplished by scanning said machine readable coded indicia by said customer processing device.

5. The method as set forth in claim 1 wherein said customer processing device is a wireless device.

6. The method as set forth in claim 1 and further including: displaying said discount information on a display screen of said customer processing device.

7. The method as set forth in claim 6 and further including: using said customer processing device to choose a selected discount from said discount information.

8. The method as set forth in claim 6 wherein said discount information includes a plurality of different discounts available for said selected product, said method further including:

using said customer processing device to choose a selected discount from said plurality of different discounts.

9. The method as set forth in claim 7 and further including: saving said selected discount information in a memory.



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means for displaying said response information by said customer processing device.

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22. The customer processing device as set forth in claim 20 wherein said customer processing device further includes means for storing said user selection information.

24. A computer terminal in a store environment wherein  
20 products are offered to customers, said computer terminal  
comprising:

transmitting means for transmitting said product information from said computer terminal to said computerized discount system, said computerized discount system being operable in response to a receipt of said product information from said

computer terminal for providing discount information  
applicable to said product;

means for displaying said discount information at said  
5 computer terminal.

25. The computer terminal as set forth in claim 24 wherein  
said input means is selectively operable for enabling a user  
to select a preferred discount from said displayed discount  
10 information.

26. The computer terminal as set forth in claim 25 wherein  
said transmitting means is further selectively operable to  
transmit said preferred discount to a local server system.  
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27. The computer terminal as set forth in claim 26 wherein  
said preferred discount is stored at said local server  
system.

28. A memory device containing coded indicia, said coded  
indicia being selectively accessible for providing program  
signals for processing discounts to customers for products  
being offered to said customers, said program signals being  
selectively operable for enabling:  
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25 entering product information into a customer processing  
device, said product information being sufficient to  
identify a selected product;

30 transmitting said product information from said customer  
processing device to a server, said server being responsive  
to a receipt of said product information for determining

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discount information, said discount information being related to discounts which are available for said selected product; and

- 5 transmitting said discount information from said server to said customer processing device.

29. A computer system arranged for processing discounts to customers for products being offered to said customers, said  
10 computer system comprising:

means for storing a searchable product discount database;

- 15 means for receiving information identifying a particular product by a customer;

means for searching said product discount database to determine discount information applicable to said particular product;

- 20 means for transmitting said discount information for display on a customer device by which said customer may select a preferred discount from said discount information;

- 25 means for receiving information identifying said preferred discount from said customer device; and

means responsive to a request received from a checkout terminal for transmitting said preferred discount  
30 information to said checkout terminal.

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30. The computer system as set forth in claim 29 and further including means for assigning charges to appropriate store and manufacturer accounts for the proper allocation of said preferred discount.

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